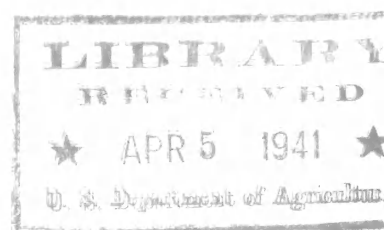


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1941



Zant's Blue Ribbon Dahlias



This view shows our Root Storage Building with offices above and Propagating and Growing Houses

⌈ A partial glimpse of three acres of Dahlias in bloom at Zant's Wildwood Gardens, Grand Rapids, Michigan—Michigan's Finest Dahlia Farm.

*Visitors
Always Welcome!* ⌋

ZANT'S WILDWOOD GARDENS

DAHLIAS EXCLUSIVELY

2160 East Fulton Road - Grand Rapids, Michigan

GENERAL LIST OF WORLD'S BEST DAHLIAS

- ADIRONDACK SUNSET (I. D.)**
A very large vivid scarlet shading to bright canary yellow at base of petals.....**Roots 50c**
- ALICE MAY (I. D.)**
Pure waxy white from Australia. The flower is beautifully formed.....**Roots \$1.50, Plants 50c**
- AMERICA'S SWEETHEART (I. D.)**
An immense variety that is very outstanding. Color is a pure yellow.....**Roots 75c, Plants 50c**
- APPLE BLOSSOM (F. D.)**
A true apple blossom pink with a distinctive rose bud center.....**Plants 50c**
- AZTEC CHIEF (F. D.)**
Light tomato red. Giant size. Good stems.....**Plants \$1.50**
- BERNICE GEER (I. C.)**
The color of this dahlia is old rose, slightly veined and tipped gold. A 1938 introduction.....**Roots 50c**
- BETTY COULTER (I. D.)**
A light salmon red throughout, shading to old rose at the base.....**Roots 50c**
- BETTIE DAVIS (Cordes, 1935), (S. C.)**
Won as best and most perfect bloom. The color is orchid lavender. Won seven first prizes. One of the finest in my 1938 garden. (H. R.).....**Roots 75c, Plants 50c**
- BETTY ZANE (I. D.)**
Nice large flowers of deep rose pink with a sheen of silver.....**Roots 75c, Plants 50c**
- BRILLIANT LADY (I. D.)**
Bright reddish French purple reflexed silver. Blue ribbon winner. Ten to twelve-inch blooms.....**Plants 50c**
- BUCKEYE BRIDE (F. D.)**
A lovely geranium pink, shading to soft salmon.
.....**Roots 75c**
- BUCKEYE STAR (S. C.)**
Salmon pink with a golden yellow center.....**Roots 50c**
- BURCH FORAKER (I. D.)**
A seedling of Son of Satan and Michigan's most outstanding and highest scoring dahlia at Mid-West Trial Gardens. Stems long and straight, blooms 12 inches, very deep, and the color the brightest flame red we've ever seen. It was a sensation in our garden.....**Plants 50c**
- CALIFORNIA IDOL (I. D.)**
A clear bright, glistening yellow, of immense size, and a prize winner.....**Roots 50c**
- CARL G. DAHL (F. D.)**
Emberglow with golden sheen and sweet briar reverse. Immense blooms.....**Plants 50c**
- CAVALCADE (F. D.)**
The color is an attractive, rich deep rose with tones of rosy magenta.....**Roots 25c**
- CHALLENGER (S. C.)**
Color is a brilliant cardinal red; a vigorous grower and very attractive. Blue ribbon winner.....**Roots 50c**
- CHAUTAUQUA DAWN (I. D.)**
Flower 10x5. Bush 5½ feet. Color is a beautiful peach salmon.....**Plants \$1.50**
- CHEMAR'S DAHLIAMUM**
A striking new type of informal. Similar to huge Japanese Chrysanthemum. Color a bright Cadmium apricot with a golden sheen.....**Plants \$1.50**
- CHEROKEE BRAVE (I. D.)**
Oxblood red, holding its color in the sun. First in the seedling class in Cincinnati.....**Roots \$1.00, Plants 50c**
- CLAIRE MORTIMER (I. D.)**
A clear warm light cyclamen-pink. Center is a deeper shade of the same color.....**Roots \$1.50, Plants 50c**
- CLARA CARDER (I. D.)**
This giant is a cyclamen pink with a flush of yellow at base of petals. One of the best pinks to date.....**Roots 35c**
- COLONEL LEWIS (I. D.)**
Deep rose pink. An early bloomer with the best of stems and foliage.....**Plants 75c**
- CRACKER JACK (I. D.)**
Rose to flame red, 9 to 10-inch exhibition flower of unique coloring and formation.....**Plants 50c**
- CROYDON GLORY (F. D.)**
Of the formation similar to Monmouth Queen, but of slightly different tone of yellow.....**Roots \$1.00, Plants 50c**
- CURLEY LOCKS (I. D.)**
Beautiful autumn tinted Dahlia that creates that admiration of all who see it.....**Plants 50c**

- DARCY SAINSBURY (F. D.)**
A large cream white from Australia. It's a wonder. Did extra well last fall.....**Roots \$1.00, Plants 50c**
- DEEP PURPLE**
Claimed to be the largest purple Formal Decorative. 12-13 inches. Dark leathery insect resistant foliage.
.....**Plants \$2.50**
- DIR. MARSHALL HOWE (F. D.)**
A very attractive color, Tyrian rose. The petals fall back to the stem, giving a ball effect.
.....**Roots \$2.00, Plants 75c**
- DON SOWTON (I. D.)**
Flowers of largest size; a real winner. Color, mauve pink, and very new.....**Plants \$1.00**
- DORIS ARLEEN (I. D.)**
A beautiful true pink with good size and depth. Nice long stems.....**Plants \$1.00**
- DREAM BEAUTY (I. D.)**
A mighty fine bi-color, lavender purple with white tips, large blooms, good stem.....**Plants 50c**
- DULCINEA (S. C.)**
A variety which resembles Miss Belgium for type, except the color is crimson.....**Roots 50c**



GREATER GLORY

Winner of First Prize.....**\$10.00 in Trade**
Mr. David Yates, Southbridge, Mass.

Southbridge, Mass., May 14, 1940.

Dear Friend Zant:

The plants and roots arrived safe and in fine condition. As for the plants, I must say the plants are the finest I have ever seen shipped from anywhere; they are beauties, as green as if they were in greenhouse. Thanks a lot for the extras. All customers well satisfied.

MR. DAVID YATES.

- ELEANOR M. RADELL (I. D.)**
Lovely shell pink shading to deep rose at center. It is a fine, clean growing dahlia. Very fine cut flower.
.....**Roots 50c**
- ELISSA LANDI (F. D.)**
One of the 1934 introductions that has proved a great success. A brilliant coral, fine foliage.....**Roots 50c**
- EMMA WALKER (S. C.)**
Large yellow and old rose with unopened petals showing lavender at tip and reverse. Here's a beauty.
.....**Roots \$1.50, Plants 50c**
- EMMESSEE (I. D.)**
Pronounced as you would say the letters M.S.C. and named in honor of Michigan State College. A super Dahlia. Big salmon.....**Roots \$1.00, Plants 50c**
- ENTRUPS MONARCH (I. D.)**
A brilliant cherry carmine. Long stems hold the blooms far above the foliage.....**Roots 50c**
- EVELYN CHANDLER (S. C.)**
Large bright gold of rare color. Selected and named by the guest of honor at San Francisco show.
.....**Plants \$1.50**
- EVENTIDE (Bissell) (I. D.)**
Color is aster purple. It scored 86E at East Lansing Trial Grounds in 1938. Blooms 9 to 10 inches on a 5 to 6 foot bush.....**Roots \$3.50, Plants \$1.00**
- EVERYBODY'S FAVORITE (I. D.)**
A rose pink bloom without the faintest trace of lavender. It can easily be grown up to 12 inches by almost 8 inches deep.....**Roots \$2.00, Plants 50c**
- FIREBALL (F. D.)**
A brilliant scarlet which does not burn or fade. Foliage is heavy.....**Roots 50c**

ZANT'S WILDWOOD GARDENS

FLASH (Cac.)

A striking bi-color cactus. Has an unusual formation and color effect. Petals red tipped white. **Plants \$2.00**

FRECKLES (I. D.)

Chrome yellow background on which there is striped, blotched and speckled, irregularly bright scarlet.

Roots 75c, Plants 50c

FREDA GEORGE (F. D.)

A very large cream, suffused with pink; long strong stems; rated very highly. **Roots \$1.50**

GEORGE RELYEA (F. D.)

A fine bi-color, salmon-orange, tipped white, 8 to 10-inch blooms on extra long stems. Very popular with visitors. **Roots 50c**

GEORGE O. WALLACE (I. D.)

A real exhibition dahlia of light yellow, reverse shaded white, and truly outstanding. Bushes are 6 feet tall.

Roots \$1.75, Plants 75c

GERTRUDE LAWRENCE (I. D.)

This 1939 introduction won the American Home Achievement Medal at San Francisco. It is an uncommon shade of red best described as currant red.

Roots \$1.50, Plants 50c

GIRL OF HILLCREST (I. D.)

Bright orange; blooms have good depth. **Roots 50c**

GLADYS SANDFORD

Twelve-inch blooms of great depth. Pure bright yellow, outer petals heavily shaded apricot.

Roots \$1.00, Plants 50c

GLAMOUR (I. D.)

The largest bloom in our 1939 garden. An immense true purple deeply edged amarath pink.

Roots \$2.50, Plants \$1.00

GLAMOROUS (Kemp, 1940), (I. D.)

The color of this unusual dahlia is a combination of barium yellow and lavender pink blend.

Roots \$3.00, Plants \$1.50

GLENDEN'S PEACH (I. D.)

The flowers average from 11 to 13 inches on good stems. Color, peach pink with cream shadings.

Plants \$1.50

GLORIA BACHER (F. D.)

Bloom, 10x5 inches. Described by critics to be the best purple formal to date. Winner of Achievement Medal.

Plants \$1.00

GOLDEN BEAUTY (I. D.)

Color is buff and rose. Giant blooms stand very erect.

Roots \$1.00, Plants 50c

GOLDEN STANDARD (C.)

A golden tan, blushed with tints of amber and bronze. Long, straight stems. **Roots 50c**

GRACE MOORE (S. C.)

Color is a deep even shade of lavender or lilac pink.

Roots \$1.00, Plants 50c

GRACE O'NEIL (S. C.)

Shrimp pink with silver tips. A very pretty flower, good for cutting. **Roots 50c**

GREATER GLORY (S. C.)

Rose pink bloom of great size on extra long stems.

Roots \$1.00, Plants 50c

GRETEL (S. C.)

Excellent for basket work. Blooms are of medium size. Color is a bright henna-orange. **Roots 50c**

HILLCREST DAHL (I. D.)

A very large dahlia. The color is Rhodamine purple bleaching to mallow purple. **Roots \$1.00**

HILLCREST MANDARIN (I. D.)

A flashy big flower, brilliant oriental scarlet and golden yellow. One of the brightest colors. **Roots 50c**

HILLSIDE GOLD (C.)

Color gold to autumn shade. Extra fine cut flower and good keeper. **Roots 75c, Plants 50c**

HILLCREST SUNSET (I. D.)

The giant blooms are held erect on stiff 3-foot stems. A beautiful blending of sunset shades. **Roots 50c**

HUNT'S VELVET WONDER (I. D.)

The color is rich in violet purple and burgundy. **Roots 35c**

IMPROVED WHITE JERSEY'S BEAUTY

A typical Jersey's Beauty in formation of flower, the only difference being its color, which is pure white. **Plants \$1.00**

INCANDESCENCE (I. D.)

The color is rich rosy buff with a shading of yellow reverse light old rose. It is a seedling of Jane Cowl. **Roots 75c**

JANE COWL (I. D.)

An immense flower of buff. Produced on long stiff stems. Won many medals. **Roots 15c**

JEAN TRIMBEE (S. C.)

Large, long petaled, thick flower of Petuna violet. Tall, strong grower. **Roots 50c**

JERSEY'S BEAUTY (F. D.)

Large true pink and old gold, blending with salmon. **Roots 15c**

JIMMIE FOX (I. D.)

A dahlia of giant size, 13 x 8 inches. Color, coppery red, tinged henna. A strong grower. **Roots 75c**

JOSEPHINE G. (S. C.)

A very pleasing true pink of a bright shade, soft petals tipped yellow. **Roots 25c**

JULIA IRENE (I. D.)

A seedling of Kathleen Norris. The color is rose pink with streaks of deeper pink. **Roots 75c**

KATHLEEN NORRIS (I. D.)

A wonderful dahlia of true rose pink with mallow shadings. **Roots 25c**

KATHLEEN V. SMITH (C.)

Color is a lovely pure pink with a paler center. One of the very best. **Plants 50c**

KATIE K. (I. D.)

Beautiful soft violet rose with lighter veinings. An open grower. **Roots 75c**

KEMP'S GOLDEN GIANT (F. D.)

The blooms are of a golden yellow color, with buff reverse. **Roots 50c**



GOLDEN BEAUTY

Winner of Second Prize \$5.00 in Trade

Mrs. Jennie Waterfield, Hamersville, Ohio

Hamersville, Ohio. January 10, 1940.

Dear Mr. Zant:

Our dahlias for the past year were the best ever. We won fifteen first premiums at our County Fair and were forced to compete with several professional growers in doing so.

We had some roots and plants from other dahlia gardens, but the ones we received from you were so much nicer, especially those strong, healthy plants. We especially enjoyed Golden Beauty, Gladys Sanford, Sleepy Hollow, Cherokee Brave, and others, too.

MRS. J. W.

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KEMP'S GREAT EASTERN (I. D.)

One of the largest. A blending of orange-gold and reddish bronze. **Roots 75c**

KEMP'S RED CHALLENGER (I. D.)

Sensational red. A seedling from cross of Freckles and Murphy's Masterpiece. **Roots \$5.00, Plants \$1.50**

KENTUCKY (F. D.)

Light salmon orange. A good cut flower of medium size. **Roots 25c**

KENTUCKY DAWN

Soft golden buff with light peach suffusion and reverse of rose with peach pencilings. Award of Honor, Ga. **Roots 75c**

KENTUCKY SPORTSMAN (I. D.)

Color, center lemon-yellow, outer petals a rich golden-amber and tipped white. **Plants 50c**

KILGORE'S KING (I. D.)

A magnificent flower of flesh outer petals, center gold. Has been grown 14 inches. **Roots 75c**

KILGORE'S LUCIFER (I. C.)

The color is described as Brazil Red with orange reverse. It's a giant that was grown to 14 x 8 inches. **Roots \$3.00, Plants \$1.00**

ZANT'S BLUE RIBBON DAHLIAS

KILGORE'S PURPLE (I. D.)

This purple is early at blooming, long stems and 6-foot bushes. Petals show a crepe effect.

Roots \$2.00, Plants 75c

KING COLE (I. D.)

Deep maroon, very large and very dark and stands the heat without fading. On the 1940 Honor Roll.

Roots \$5.00, Plants \$1.50

LAETARE (C.)

Brilliant glowing red, tipped yellow. Very attractive and something different.

Roots 75c, Plants 50c

LELAND STANFORD (I. D.)

Brilliant cardinal red and one of the brightest in existence. Extra large flowers.

Roots 65c

LE'JOY (I. D.)

A rare new color, very deep bluish orchid with many of the blooms tipped pure white.

Roots 50c

LOIS WALCHER (I. D.)

Color dark true purple with white tips, a bi-color that went to town at the shows.

Roots \$1.00, Plants 50c

LORD OF AUTUMN (I. D.)

Unquestionably one of the greatest dahlias of all time. Gigantic, deep golden yellow blooms.

Roots 75c, Plants 50c

MAD RIVER CHIEF (I. D.)

Described by many prominent dahlia growers as "The finest red they have ever seen."

Roots 75c, Plants 50c

MAESTRO (S. C.)

A bright but rather light shade of reddish purple or cerise. Will grow to a size of 12 inches.

Plants \$1.50

MAFFIE (S. C.)

The giant blooms average 13 x 8 inches and are of an intense red color. Bushes grow to 6 feet high.

Plants \$3.00

MANHATTAN (I. D.)

12 x 8. Vermillion red with an orange reverse. The big winner in the U. S. A.

Plants \$1.50

MAN-O-WAR (I. D.)

Ox-blood red. Flowers are very large on good stems. Here is a prize winner.

Roots 75c

MARGIE PARRELLA (F. D.)

There are good whites, but a first class in this color will be met with enthusiasm.

Roots \$2.00, Plants 75c

MARGRAVE (I. D.)

Brilliant scarlet, tipped gold and with gold at the base of the petals.

Roots 35c

MARY RETZER (S. C.)

Color, pink. Good grower. Was extra good in our garden.

Roots 25c

MARY TAYLOR (Str. C.)

Deep flesh pink and gold with all the points of a good dahlia. Grows 9 x 4 inches.

Plants \$1.25

MASON'S PURPLE BEAUTY (F. D.)

A very fine velvety purple with a silver reverse showing at the center of the blooms.

Roots 50c

MEEGAN CALLAGHAN (Australia), (S. C.)

Pure white. We would call this a real white Satan. Blooms 11 to 12 inches.

Plants \$1.00

MICHIGAN WHITE (S. C.)

The most prolific blooming white commercial dahlia to date.

Roots 65c

MIRIAM HOPKINS (S. C.)

Beautifully formed, with long wavy petals. Rich copper-orange effect. Tall. One of the finest in our garden.

Roots \$1.00, Plants 50c

MISS BELGIUM (I. C.)

An orange cactus free bloomer, extra good stems. A favorite with the florists.

Roots 50c, Plants 50c

MISS ELSIE JANE (S. C.)

Bright shrimp pink, with cream shadings at center and tipped violet rose. Beautiful under artificial light.

Roots 35c

MISS GLORY (S. C.)

Great big apricot yellow semi-cactus as deep as its diameter. Perfect long stiff stems.

Roots 65c

MISS IONIA (C.)

A beautiful rose or watermelon pink. The best selling cut flower in our garden.

Roots 75c, Plants 50c

MISS OAKLAND (F. D.)

A fine, pure white formal decorative, prolific bloomer with medium size blooms.

Roots 50c

MISS LONG ISLAND (I. D.)

A tall grower. The color is bright watermelon pink. Some of the petals show tips of silver.

Roots 50c

MONARCH OF THE EAST (I. D.)

Color warm gold with apricot and orange buff suffusion, slightly coppery red on reverse.

Roots \$1.00, Plants 50c

MONMOUTH CHAMPION (F. D.)

A brilliant scarlet flame colored dahlia of immense size.

Roots 25c

MOTHER'S DAY (I. D.)

A magnificent variety and about the best white dahlia.

Plants \$1.00

MRS. B. AMBER (I. D.)

One of the best of the Australian dahlias. Color is rich, ranging from cadmium yellow to raw sienna.

Plants \$1.00

MRS. C. J. SOWTON (I. D.)

An Australian champion, pinkish cinnamon, winner of six championships. Entirely new color and very beautiful.

Plants 50c



CARL

DAHL

DAHLIA

Winner of Third Prize \$2.50 in Trade

Mrs. Helen Calder, South Bend, Ind.

Mentone, Calif., May 27, 1940.

Mr. John J. Zant,
2160 East Fulton Road,
Grand Rapids, Mich.

Dear Mr. Zant:

Just a short note to let you know the dahlia plants were received in very good shape and to thank you for the very fine extras forwarded with my order. I was very well pleased with the rooted cuttings and though I had never handled any before, I found them very satisfactory.

Again thanking you for your very courteous and considerate treatment, I am

Very truly yours,

R. E. S.

MRS. I. DE VER WARNER (F. D.)

Deep mauve pink. A reliable old dahlia.

Roots 25c

MRS. GEO. LE BOUTILLIER (I. D.)

Bright carmine red, shading to a rich cardinal red.

Roots 50c

MRS. WM. KNUDSON (I. D.)

A very large white. A tall grower.

Roots 75c

MURPHY'S MASTERPIECE (I. D.)

Immense dark red that takes its place as one of the outstanding exhibition varieties.

Roots 75c

NANCY GENE (I. D.)

One tone deep yellow with a slight greenish cast. Plants are very free-branching.

Plants 75c

ORINDA (F. D.)

The color is rosoline purple, one shade darker than Mrs. Ide Ver Warner.

Roots 50c

PALO ALTO (S. C.)

Bright pinkish salmon shading to a sort of salmon gold at the center. 10 to 12 inches across.

Roots 50c

PEACE (I. D.)

Pure white with good substance. Stems strong and erect.

Roots 50c

PEPPERMINT CANDY (S. C.)

Long, creamy white petals with many stripes and splashes of crimson. Good size and very unusual.

Roots 50c, Plants 50c

Z A N T ' S W I L D W O O D G A R D E N S

PINK AMELIA (S. C.)

A beautiful lavender pink. A fine grower producing blooms from 8 to 12 inches on fine long stems.

Roots \$4.00, Plants \$1.25

PINK ELEGANCE (S. C.)

True brilliant rose pink, 8 to 10 inches in diameter, with corresponding depth.

Roots 75c

PINK GIANT (I. D.)

Color is a lively rose-pink. Average size 10 x 6 inches deep. Strong stem holds flower erect.

Plants \$1.00

PINK GRAND (I. D.)

It's a beautiful shade of pink on good stems. Healthy foliage and a Certificate winner.

Roots \$1.00

PINK SPIRAL (S. C.)

Peach blossom pink of lovely formation, the petals are pointed and narrow. Nearly a true cactus.

Plants 50c

PREMIER'S MAJESTIC (I. D.)

An extra large combination of salmon, gold and mulberry. Cane-like stems. New York winner.

Plants 50c

PREMIER'S WINSOME (I. D.)

The most attractive pink since Kathleen Norris and easy to grow, giving massive blooms 11 x 6 inches.

Roots \$1.50, Plants 75c

PRIDE OF AUSTINBURG (I. D.)

A grenadine-pink and light yellow, center and reverse light purple.

Roots 50c

PROGRESS (I. D.)

A giant rosy mauve, immense in size. On long straight stems well above the foliage.

Roots \$3.50, Plants \$1.50

QUEEN CITY (F. D.)

Scarlet pink, a glorious new color. I think watermelon pink best describes the color.

Roots 50c

RED JUG (S. C.)

Striking cardinal red. The petals tipped yellow. Blooms average 10 inches in diameter and 5 deep.

Roots 50c

RED SUNSET (I. D.)

Bright vivid scarlet. Long stems. Healthy, vigorous grower. Good root maker. Beautiful foliage.

Roots \$1.00

RETA BALLIN (I. D.)

Color lemon yellow. A very large flower with great depth, about 10x7 inches. Cane-like stems.

Plants \$1.00

ROBERT L. RIPLEY (I. D.)

One of the largest varieties grown. Color, soft Rhodamine purple with deep rose pink suffusion.

Roots \$1.00, Plants 50c

ROCKLEY DICTATOR (S. C.)

A giant crimson scarlet that may be grown to 12 inches without forcing. Rigid stems.

Roots \$1.00, Plants 50c

RUBY TAYLOR (I. D.)

A prize winner. The color is carmine and the large deep blooms are supported by perfect, long, stiff stems.

Roots 50c

SAN FRANCISCO (I. D.)

A gorgeous shrimp pink, extra large flower on extra long strong stems.

Roots \$1.50, Plants 60c

SATAN (S. C.)

Flaming red with a slight touch of a gold at the center. A strong grower.

Roots 50c

SHELDON'S LOUISE (I. D.)

A giant bloom of a rich red. Grows 6 feet tall. Blooms can be cut on 3-foot stems.

Roots \$1.00, Plants 50c

SLEEPY HOLLOW (I. C.)

A large true incurved cactus of vivid shell pink shading to creamy white at the center.

Plants \$1.00

SON OF SATAN (I. C.)

One of the largest and brightest of its type. Intense flame red on excellent stems.

Roots 50c

STOP-LIGHT (I. D.)

A giant cardinal red. Blooms 12 x 7. Flowers facing.

Plants 50c

SULTAN OF HILLCREST (F. D.)

An outstanding golden yellow with sunrise yellow reverse. extra large blooms.

Roots 50c

SUNRAYS (I. D.)

Color, buff with apricot suffusion. reverse of petal peach red. Blooms average 12x5 inches.

Roots 75c

THE FIREMAN (I. D.)

A striking cardinal red with golden flushes and golden tips at center of flower.

Roots 50c

THUNDERBOLT (I. C.)

Bloom 11x6, bush 5 ft. A brilliant scarlet of massive size on strong, straight stems.

Plants \$1.50

VICTORY (F. D.)

The long-looked-for pink. Blooms 11x7 inches. Fine stem and foliage.

Roots \$3.00, Plants \$1.25

VIRGINIA RUTE (I. D.)

Deep rich velvety maroon with broad pointed petals. Large flower on extra strong stems.

Plants \$1.00

VLAMMENSPEL (S. C.)

Fiery orange with red sheen. Very attractive.

Roots 35c

VOLCANO (F. D.)

Soft glowing orange flame, 10 to 12 inches and 6 to 8 inches deep. All big strong bushes and big clumps.

Plants 75c

W. H. T. (F. D.)

Rich old rose and begonia rose on the reverse of petals. Tall grower.

Roots 25c



ZANT'S

PINK

OUR

1940

SEEDLING

NO. 93

Winner of Fourth Prize \$2.50 in Trade
Mr. Howard Seibert, Cincinnati, Ohio

Cincinnati, Ohio, October 26, 1940.

Mr. John J. Zant.

Dear Sir:

I am sending you a few pictures of the most wonderful dahlias I have ever raised. I have a hobby and that is raising dahlias. I have about five hundred now. I have bought them all over the country and won many ribbons, but I will say I have never seen any dahlias to compete with Zant's.

H. S.

• • • •

WASHINGTON GIANT (I. D.)

A real lavender of large size. The flowers are nicely streaked with silver.

Roots 75c, Plants 50c

WESTERN SUN (I. D.)

Huge blooms, 10 to 12 inches across by 5 1/2 inches deep. Color, clear golden orange, deeper at center.

Roots \$1.00

WHITE ABUNDANCE (Dec.)

A pure creamy white and considered the best from abroad of its color.

Roots 50c

WHITE CAPS

Ball 3 1/2 inches. A pure white, good stems, heavy branching and prolific. Insect resistant foliage.

Plants \$3.00

WILDWOOD'S PINK (I. D.)

Rose pink. Long stems. Dark green foliage. 8-inch blooms.

Roots \$1.00

WINNING WAYS (I. D.)

9x5 inches. Opening yellow to cream and blending to amaranth pink. Certificate of Merit at East Lansing. On Flower-Grower Honor Roll.

Plants \$3.00

WM. G. WYLLIE (F. D.)

Extra large yellow, buff and pink, strong grower, good stems, very fine.

Roots 75c, Plants 50c

YELLOW GIANT (Holland), (I. C.)

Clear yellow, large flower, borne on long strong stems.

Plants \$1.00

YOUR LUCKY STAR (S. C.)

A huge cactus, with soft pastel colors, amaranth pink shading to a white center.

Plants 50c

Z A N T ' S B L U E R I B B O N D A H L I A S

ZANT'S PINK (I. D.)

Scored 84 at Midwest Trial Grounds. 8-inch bloom on long stems and lots of them. **Roots \$2.00**

ZANT'S WHITE (I. D.)

Early bloomer. Height, 5 ft. Good stems, 8-inch bloom. **Roots \$1.00**

ZANT'S RED MONARCH (I. D.)

A sport of Oakleigh Monarch, but grows much taller and has larger blooms. Deep glowing red, 12-inch blooms, long stem. Healthy foliage. One of the finest dahlias we have ever grown. Does not fade in the sun. Makes large clumps and good keeping roots. Beats any Honor Roll red we've bought in several years. It will grow anywhere, in any type of soil. Worth \$10.00 of anybody's money, but we have a good stock, so the special price is. **Roots, \$5.00**

MINIATURE DAHLIAS

A. D. LIVONI (Ball)

Beautiful shell pink. **Roots 25c**

BABY ROYAL (S. C.)

Salmon pink and apricot. Prize winner. **Roots 25c**

BEATRICE VON VALKENBURG (F. D.)

Orchid and lavender. Free bloomer. **Roots 35c**

BISHOP OF LLANDAFF

Bright scarlet. Dark brown lacy foliage. **Roots 25c**

BLUEBIRD

Bluish lavender. Good stems. Strong grower. **Roots 35c**

BUCKEYE BABY (F. D.)

Golden buff. **Roots 25c**

CARLA (S. C.)

Buff and old rose. A prolific bloomer on good stems. **Roots 25c**

CHERUB (F. D.)

Deep pink, a grand cut flower for table arrangements. Free bloomer. **Roots 40c**

EASTER GREETING (S. C.)

White with creamy cast. Low grower and covered with blooms. Can be grown in pots. **Roots 40c**

FIREFLY (Ball)

A Ball of dense scarlet red. Winner in ball seedling class in New York. **Roots 75c**

FRED SPRINGER (D.)

Poinsettia red. Extra fine. **Roots 25c**

FAIRY (F. D.)

Soft rose pink. Very good. **Roots 25c**

JEAN (I. D.)

Apricot buff. Beautiful, and one of our best cut flowers. **Roots 50c**

JOAN (C.)

Imported Holland variety of bright rose pink. Extra good. **Roots 50c**

KENTUCKY BABE (F. D.)

Salmon suffused and edged old rose. **Roots 40c**

KISS ME (I. D.)

Bi-color, bright red and white. Tall grower. Good stems. Very good. **Roots 25c**

LADY MARY HOPE (I. D.)

Amber and white. Extra good bi-color. **Roots 35c**

LITTLE MISS MUFFET (I. D.)

True pink. Each petal edged deeper pink. One of the best. **Roots 50c**

LITTLE PEACHERINO (F. D.)

Pink with pale yellow at base of petals. A mass of bloom. **Roots 50c**

ORCHID LADY (F. D.)

Orchid pink. Won certificate at trial ground. **Roots 25c**

PEACH BLUSH (F. D.)

Rose pink with yellow at base of petals. **Roots 50c**

PINK DAISY (M. Peo.)

Rose pink shading lighter to center. **Roots 50c**

RAPTURE (I. D.)

Rose pink to sulphur yellow at center. **Roots 50c**

SYLVIA (F. D.)

Most beautiful garnet red. A rampant grower, making nice long stems. **Roots 50c**

TEDDY JOHNSON (F. D.)

Extra fine, pink and white. Good stems. New and scarce. **Roots 50c**

POMPONS

AIMEE

Splendid small bronze. **Roots 25c**

AMBER QUEEN

Beautiful shade of amber. **Roots 25c**

ANNA VON SCHWERIN

Beautiful shell pink with white eye. Very fine. **Roots 25c**

ATOM

Tiny bright red. **Roots 25c**

BETTY ANN

A soft clear pink. An exhibition pompon with a fine list of winnings to its credit. One of the best of the new pinks. **Roots 25c**

BRIGHTEST OF ALL

Brilliant scarlet. **Roots 25c**

BRENNER'S RED

Bright red and a profuse bloomer. **Roots 25c**

CATHERINE

Clear yellow. Early. **Roots 25c**

CORA MAY

Salmon pink and yellow. **Roots 25c**

CHICKIE

New. Carmine and rose red. Unusual color. **Roots 25c**

CLAUSSE

The best long stem orange for cutting. **Roots 25c**

DEE DEE

Lilac lavender. **Roots 25c**

EDITH MUELLER

Beautiful rose blended with rich yellow. **Roots 25c**

FASCINATION

White suffused pink. You will like it. **Roots 25c**

FLORIST'S GEM

Yellow, edged red. One of the best for cutting. **Roots 25c**

HONEY

Light honey yellow, suffused red. **Roots 25c**

JILL

Lemon yellow, margined carmine. **Roots 25c**

JOE FETTE

Perfect pure white; stems good; free bloomer. **Roots 25c**

LITTLE HERMAN

Red and white. Bi-color. Good. **Roots 25c**

LITTLE DAVID

Burnt or reddish orange. **Roots 25c**

LITTLE NELL

A dainty little Pom with pink orchid shading. A little over an inch in size. **Roots, 50c Net**

MARY MUNNS

A fine rich orchid or lavender. **Roots 25c**

MORNING MIST

White with rosy lavender center, outlined with lavender. Great bloomer. **Roots 25c**

MARJORIE EMBERSON (I. D.)

Lovely soft pink. Good stems. **Roots 25c**

MRS. V. BRITAIN (Australian)

Fine pink held on good stems. A great prize winner. **Roots 50c, Plants 50c**

PINK BABY (1939)

A real pink. 1½-inch bloom. Prolific bloomer. **Roots 75c, Plants 50c**

RAPHAEL

A long stemmed dark red to maroon. **Roots 25c**

ROSA WILMOUTH

Rosy pink. Grand for cutting. **Roots 25c**

SILVERTIP

Small purple with center and reverse silver gray. **Roots 25c**

SNOWCLAD

One of the best whites. **Roots 25c**

TAKA'S PURPLE

Very small cerise purple on the finest clean stems. **Roots 25c**

TAKA'S YELLOW

Pure canary yellow. **Roots 25c**

TEENY WEENY

Bright salmon. Prize winner in Northwest. Blooms, 1 inch. Good stems. **Roots 50c Net**

YELLOW GEM

The finest deep yellow; good stems and best for cutting. **Roots 25c**

SPECIAL—ALL 25c VARIETIES OF POMS

A Root each of 6 varieties for. **\$1.25**

A Root each of 12 varieties for. **2.25**



MURPHY'S MASTERPIECE

Winner of Fifth Prize.....\$2.50 in Trade
Mr. W. H. Kessler, Milwaukee, Wis.

Milwaukee, Wis., May 31, 1940.

Dear Mr. Zant:

I received shipment of plants and I want to compliment you on your method of packing as every plant was in perfect condition. In the past few years I have ordered plants from several growers. Yes, some because of price and discounts, but I have learned that in dahlias as in everything else, we get only what we pay for. I want you to know that the plants I ordered from you are the sturdiest and the best that I have ever received.

You will hear further from me.

Yours very truly,

W. H. K.

Bargain Root Collection No. 1

Mary Retzer	Miss Elsie Jane
Monmouth Champion	Cavalcade
Clara Carder	Mrs. Ide Ver Warner
Elinor M. Radell	W. H. T.
Hillcrest Mandarin	Josephine G.
Kathleen Norris	Hunt's Velvet Wonder
Kentucky	Prince of Persia
Any 6 Roots for.....	\$1.19
Any 12 Roots for.....	2.00

Root Collection No. 2

Hillcrest Sunset	Betty Colter
Miss Oakland	Challenger
Mrs. Geo. Le Boutillier	Fireball
California Idol	The Fireman
Entrups Monarch	Peace
Queen City	Bernice Geer
Golden Standard	Son of Satan
Palo Alto	Grace O'Neil
Buckeye Star	Ruby Taylor
Mason's Purple Beauty	Kemp's Golden Giant
Miss Long Island	
Your choice of any 6 Roots at.....	\$2.25
Your choice of any 12 Roots at.....	4.00

Root Collection No. 3

Laetare	Wm. G. Wyllie
Mad River Chief	Sunray's
Buckeye Bride	Julia Irene
Jimmie Fox	Kentucky Dawn
Miss Ionia	Kilgore's King
Betty Zane	Pink Elegance
Mrs. W. S. Knudson	
Your choice of any 5 Roots.....	\$3.00
Your choice of any 10 Roots.....	5.00

Root Collection No. 4

Lois Walcher	Red Sunset
Croydon Glory	Cherokee Brave
Zant's Pink	Rockly Dictator
Darcy Sainsbury	Sheldon's Louise
Western Sun	Golden Beauty
Zant's White	Western Sun
Your choice of any 4 Roots.....	\$3.00
Your choice of any 8 Roots.....	5.00

Plant Collection No. P1

Apple Blossom	Emma Walker
Betty Zane	Emmessee
Cracker Jack	Golden Beauty
Cherokee Brave	Greater Glory
Claire Mortimer	Miss Ionia
Curly Locks	Mad River Chief
Croydon Glory	Sheldon's Louise
Darcy Sainsbury	
Any 6 of above varieties.....	\$2.50
Any 12 of above varieties.....	5.00
Plus 25 cents for Special Handling on each lot.	

Plant Collection No. P2

Don Sowton	Eventide
Kilgore's Lucifer	Kilgore's Purple
Pink Giant	Mother's Day
Mrs. B. Amber	Virginia Rute
Yellow Giant	Megan Callahan
Any 4 of above varieties.....	\$3.50
Any 6 of above varieties.....	5.00
Any 8 of above varieties.....	6.50
All 10 of above varieties.....	7.50
Plus 25 cents for Special Handling on each lot.	

Blue Ribbon Plant Collection

Chemar's Dahlamum	Glamorous
Glendon's Peach	Kemp's Red Challenger
Progress	Manhattan
Mary Taylor	Thunderbolt
King Cole	Victory
Maestro	Flash
Any 4 of above varieties.....	\$ 4.75
Any 6 of above varieties.....	6.75
Any 8 of above varieties.....	8.75
All 12 of above varieties.....	12.00
Plus 25 cents for Special Handling on each lot.	



DREAM BEAUTY DAHLIA

Winner of Sixth Prize.....\$2.50 in Trade

ZANT'S DAHLIAS are State and Federal Inspected and are all of our own growing. We are Growers and not Jobbers. Every shipment will bear a Certificate of Inspection.

Zant's Wildwood Gardens have one of the most modern plants in the country for producing the Highest Grade of Roots and Plants. Has these exclusive features: A 25 x 75-foot Foley Greenhouse, where the plants are grown cool, making short, stocky plants that we can ship anywhere in the United States and guarantee safe delivery. We also have a separate Propagating House 10 x 25 feet, equipped with electrically heated benches for rooting the cuttings. These are controlled by electric thermostats. The plants are hardened off before shipping—we ship them safely all over the United States.

Our Modern Overhead Irrigation System, and Air-Conditioned Storage with proper temperature and humidity, insure for our customers "Full-of-Vitality-Roots" that will grow anywhere.

Visitors welcome.

GROWERS—Use your printed letterhead when requesting wholesale price list on Roots, Plants, Rooted Cuttings, Fall Clumps.

LETTERS OF APPRECIATION

Cleveland, Ohio, May 29, 1940.

Mr. Zant,
Grand Rapids, Mich.
Dear Mr. Zant.

Received your plants and roots today. They are dandies. By far the best, as compared to stock from two other growers.

W. S.

• • • •

Shreveport, La., April 26, 1940.

Dear Mr. Zant.

I received the cuttings all right and they are in fine shape. Very, very many thanks for the extra. Your pink seedling is doing swell. I think best grower I have ever seen.

A. L.

• • • •

Los Angeles, Calif., May 21, 1940.

Mr. J. J. Zant,
Grand Rapids, Mich.
Dear Friend:

Your shipment of plants and roots arrived yesterday morning. I am absolutely sincere in stating the quality and vigor of your plants. I have never grown any like yours and I have never received any plants like yours. I take a lot of cuttings and have some very good results, but simply never get the stocky, compact growth that you do. I think my plants are as good as any of the growers around here put out, but I still like yours.

H. E. C.

• • • •

Brooklyn, N. Y., April 30, 1940.

John J. Zant,
Grand Rapids, Mich.
Dear Friend:

Received your dahlia roots this morning and not only do I want to thank you for splendid roots (best I got this year) but I want to congratulate you on the ingenious way they were packed.

T. M.

• • • •

FREE ROOTS AND PLANTS

When you have made out your order you may select extras of your own choice:

On orders from \$ 5.00 to \$10.00.....	15% extra
On orders from \$10.00 to \$25.00.....	20% extra
On orders from \$25.00 to \$50.00.....	25% extra
On orders over \$50.00.....	33 1/3% extra

Does not apply on Special Lots or any Bargain Offers and cannot be taken as a Cash Discount.

Note: Get your friends and neighbors to group their orders and include them with your own, thus getting the benefit of the larger discount in extras of your own choosing.

WE PAY ALL REGULAR POSTAGE

MINIMUM ORDER. On all orders less than \$2.00 add 15c for postage. All orders \$2.00 and up delivered prepaid.

ALL ORDERS are acknowledged the day received. Keep a copy of your order. Write name and address plainly.

REFERENCE: We refer you to the Old Kent Bank of Grand Rapids as to our responsibility.

• • • •

To guarantee the safe arrival of green plants, 25 cents must be added to all plant orders to cover "special delivery" if there is such service at your P. O. Otherwise 15 cents for "special handling."

ROOTED CUTTINGS

Although we do not recommend the purchase of rooted cuttings by any other than experienced commercial plant growers, we will furnish high grade, well rooted cuttings of varieties which are listed in plants in this book. Prices are one-third less than the list price of plants.

We can only guarantee safe delivery of Rooted Cuttings. Our responsibility ceases on delivery. Be sure and plant at once in a 4-inch Clay Pot. Use good potting soil and shade for three or four days. Then grow in greenhouse or cold frame until ready to plant in garden.

OUR TWENTY-SIXTH YEAR OF GROWING DAHLIAS



JOHN J. ZANT

Grower of

Blue Ribbon
DAHLIAS

Graduate Landscape Architect and Gardener
Specializing in the World's Best Dahlias

OUR GUARANTEE

We believe that Zant's Dahlia Roots and Plants are as fine as can be obtained anywhere, and if when you receive them you do not agree with us you may keep the Extra Root or Plant which we send Free with all orders over \$2.00, except Collections. Return the balance at once, Prepaid, and we will refund your money. You take no chance.

WHAT COULD BE MORE FAIR?

You cannot lose when you buy of
ZANT'S WILDWOOD GARDENS

Remember, it's not what you pay for your Dahlia Roots and Plants. It's what you get for what you pay that counts. There is a difference.

**Zant's Dahlias Are Worth What
You Pay, Always!**

OUR EXHIBITION GARDENS

Of Three Acres

Are located a half mile East of Grand Rapids on the new Super Highway. Three Trunk Lines pass our Gardens—US-16, M-21 and M-50.

Long Distance Phone 8-7938

FARM PLANTING AT WAYLAND, MICH.

ZANT'S WILDWOOD GARDENS

Dahlias Exclusively

2160 East Fulton Road, - Grand Rapids, Michigan